



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

# CONTRACT

<u>Contract / Revision</u> 1775571 /		<u>Alt Order #</u> 08709719
<u>Product</u> LUTHER STRANGE SENAT		
<u>Contract Dates</u> 07/18/17 - 07/24/17		<u>Estimate #</u> 794
<u>Advertiser</u> POL/Strange, Luther/R/Senator/AL		<u>Original Date / Revision</u> 08/09/17 / 08/09/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9915283	<u>Advertiser Code</u> 62	<u>Product 1/2</u> 78
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**PinPoint Media, Inc (B)**  
**1707 Osage St, Ste 103**  
**Alexandria, VA 22302**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WSFA	07/21/17	07/21/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----1--				1	\$100.00				
2	WSFA	07/21/17	07/21/17	Entertainment Tonight	630-7p		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----1--				1	\$215.00				
3	WSFA	07/21/17	07/21/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----1--				1	\$115.00				
D 4	WSFA	07/24/17	07/24/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	0	\$0.00
5	WSFA	07/24/17	07/24/17	NBC Today Show 3	10-11am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$50.00				
6	WSFA	07/24/17	07/24/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$30.00				
7	WSFA	07/24/17	07/24/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$30.00				
8	WSFA	07/24/17	07/24/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$100.00				
9	WSFA	07/24/17	07/24/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$75.00				
10	WSFA	07/24/17	07/24/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$185.00				
11	WSFA	07/24/17	07/24/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

Contract / Revision	Alt Order #
1775571 /	08709719

Contract Dates	Product	Estimate #
07/18/17 - 07/24/17	LUTHER STRANGE SE	794

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	08/09/17 / 08/09/17

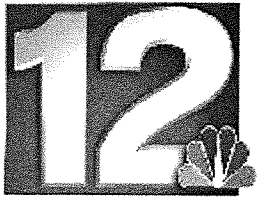
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$350.00				
D 12	WSFA	07/24/17	07/24/17	Today In Alabama	6a-7a		:30				NM	0	\$0.00
13	WSFA	07/24/17	07/24/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$115.00				
14	WSFA	07/24/17	07/24/17	NBC Today 2	9-10am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	1-----				1	\$50.00				
15	WSFA	07/22/17	07/22/17	NBC Saturday Today Show	6-8am		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	-----1-				1	\$45.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WSFA	07/17/17-07/23/17		NBC Saturday Today Show	6-8am	-----Sa--	:30		<del>\$45.00</del>		NM		
Credited													
16	WSFA	07/23/17	07/23/17	NET NBC Sunday Today Shc	7-8a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	-----1				1	\$45.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WSFA	07/17/17-07/23/17		NET NBC Sunday Today Shc	7-8a	-----Su	:30		<del>\$45.00</del>		NM		
Credited													
17	WSFA	07/23/17	07/23/17	NET NBC Meet The Press	8-9a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	-----1				1	\$45.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WSFA	07/17/17-07/23/17		NET NBC Meet The Press	8-9a	-----Su	:30		<del>\$45.00</del>		NM		
Credited													
18	WSFA	07/23/17	07/23/17	WSFA News Sunday AM	9-930a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	-----1				1	\$20.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WSFA	07/17/17-07/23/17		WSFA News Sunday AM	9-930a	-----Su	:30		<del>\$20.00</del>		NM		
Credited													
D 19	WSFA	07/20/17	07/20/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	0	\$0.00
D 20	WSFA	07/20/17	07/20/17	NBC Today Show 3	10-11am		:30				NM	0	\$0.00
D 21	WSFA	07/20/17	07/20/17	Tonight Show	1035-1137pm		:30				NM	0	\$0.00
D 22	WSFA	07/20/17	07/20/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	0	\$0.00
D 23	WSFA	07/20/17	07/20/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	0	\$0.00
D 24	WSFA	07/20/17	07/20/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	0	\$0.00
25	WSFA	07/20/17	07/20/17	NBC Nightly News	530-6pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	---1---				1	\$350.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WSFA	07/17/17-07/23/17		NBC Nightly News	530-6pm	----Th-----	:30		<del>\$350.00</del>		NM		
Credited													
D 26	WSFA	07/20/17	07/20/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	0	\$0.00
D 27	WSFA	07/20/17	07/20/17	Today In Alabama	6a-7a		:30				NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

Contract / Revision	Alt Order #
1775571 /	08709719

Contract Dates	Product	Estimate #
07/18/17 - 07/24/17	LUTHER STRANGE SE	794

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	08/09/17 / 08/09/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 28	WSFA	07/20/17	07/20/17	NBC Today 2	9-10am		:30				NM	0	\$0.00
D 29	WSFA	07/18/17	07/18/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	0	\$0.00
D 30	WSFA	07/18/17	07/18/17	NBC Today Show 3	10-11am		:30				NM	0	\$0.00
D 31	WSFA	07/18/17	07/18/17	Tonight Show	1035-1137pm		:30				NM	0	\$0.00
D 32	WSFA	07/18/17	07/18/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	0	\$0.00
D 33	WSFA	07/18/17	07/18/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	0	\$0.00
D 34	WSFA	07/18/17	07/18/17	WSFA 12 News at Five	5-530pm		:30				NM	0	\$0.00
35	WSFA	07/18/17	07/18/17	NBC Nightly News	530-6pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/17/17	07/23/17	-1-----	1			\$350.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WSFA	07/17/17-07/23/17		NBC Nightly News	530-6pm	-Tu-----	:30		<del>\$350.00</del>		NM		
Credited													
D 36	WSFA	07/18/17	07/18/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	0	\$0.00
D 37	WSFA	07/18/17	07/18/17	Today In Alabama	6a-7a		:30				NM	0	\$0.00
D 38	WSFA	07/18/17	07/18/17	NBC Today Show	7-9am		:30				NM	0	\$0.00
D 39	WSFA	07/18/17	07/18/17	NBC Today 2	9-10am		:30				NM	0	\$0.00
D 40	WSFA	07/19/17	07/19/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	0	\$0.00
D 41	WSFA	07/19/17	07/19/17	WSFA 12 News at Noon	12-1230pm		:30				NM	0	\$0.00
D 42	WSFA	07/19/17	07/19/17	WSFA 12 News at Five	5-530pm		:30				NM	0	\$0.00
D 43	WSFA	07/19/17	07/19/17	Entertainment Tonight	630-7p		:30				NM	0	\$0.00
D 44	WSFA	07/18/17	07/21/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	0	\$0.00
D 45	WSFA	07/18/17	07/23/17	Today in Alabama 5am	5-530a		:30				NM	0	\$0.00
D 46	WSFA	07/18/17	07/23/17	NBC Today Show 3	10-11am		:30				NM	0	\$0.00
47	WSFA	07/21/17	07/21/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/17/17	07/23/17	----F--	1			\$350.00					
D 48	WSFA	07/24/17	07/24/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	0	\$0.00
D 49	WSFA	07/24/17	07/24/17	Today In Alabama	6a-7a		:30				NM	0	\$0.00
D 50	WSFA	07/24/17	07/24/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	0	\$0.00
D 51	WSFA	07/24/17	07/24/17	Today In Alabama	6a-7a		:30				NM	0	\$0.00
52	WSFA	07/21/17	07/21/17	HARRY	2-3p		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/17/17	07/23/17	----F--	1			\$25.00					
53	WSFA	07/24/17	07/24/17	HARRY	2-3p		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/24/17	07/30/17	M-----	1			\$25.00					
54	WSFA	07/21/17	07/21/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/17/17	07/23/17	----F--	1			\$275.00					
55	WSFA	07/21/17	07/21/17	NBC Today Show 3	10-11am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/17/17	07/23/17	----F--	1			\$50.00					
56	WSFA	07/21/17	07/21/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

Contract / Revision	Alt Order #
1775571 /	08709719

Contract Dates	Product	Estimate #
07/18/17 - 07/24/17	LUTHER STRANGE SE	794

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	08/09/17 / 08/09/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$30.00				
57	WSFA	07/21/17	07/21/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$30.00				
58	WSFA	07/21/17	07/21/17	JUDGE JUDY 2ND RUN	3-330p		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$60.00				
59	WSFA	07/21/17	07/21/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$75.00				
60	WSFA	07/21/17	07/21/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$185.00				
61	WSFA	07/21/17	07/21/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$175.00				
62	WSFA	07/21/17	07/21/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$115.00				
63	WSFA	07/21/17	07/21/17	Friday Prime Other	7-10pm		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$150.00				
64	WSFA	07/21/17	07/21/17	NBC Today 2	9-10am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$50.00				
65	WSFA	07/21/17	07/21/17	dateline nbc	9-10pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/17	07/23/17	----F--				1	\$225.00				
66	WSFA	07/24/17	07/24/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	M-----				1	\$275.00				
67	WSFA	07/24/17	07/24/17	JUDGE JUDY 2ND RUN	3-330p		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	M-----				1	\$60.00				
68	WSFA	07/24/17	07/24/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	M-----				1	\$175.00				
69	WSFA	07/24/17	07/24/17	ENTERTAINMENT TONIGHT	630-7p		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	M-----				1	\$215.00				
70	WSFA	07/24/17	07/24/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	M-----				1	\$115.00				
71	WSFA	07/24/17	07/24/17	American Ninja Warrior	7-10pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/24/17	07/30/17	M-----				1	\$300.00				
72	WSFA	07/22/17	07/22/17	WSFA 12 News at Ten - Sat	10-1030pm		:30				NM	1	\$175.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**(334) 288-1212**

www.wsfa.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
1775571 /	08709719

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/18/17 - 07/24/17	LUTHER STRANGE SE	794

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Strange, Luther/R/S	08/09/17 / 08/09/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount						
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 07/17/1707/23/17-----S-1\$175.00</div></div></div></div>												4	\$200.00						
73	WSFA	07/22/17	07/22/17	NET Open Championship	Various		:30			NM									
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 07/17/1707/23/17-----S-4\$50.00</div></div></div></div>														4	\$260.00				
74	WSFA	07/23/17	07/23/17	Nascar Pre-Race	130p-5p		:30			NM									
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 07/17/1707/23/17-----S4\$65.00</div></div></div></div>												2	\$100.00						
75	WSFA	07/23/17	07/23/17	NET Open Championship	Various		:30			NM									
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 07/17/1707/23/17-----S2\$50.00</div></div></div></div>														0	\$0.00				
76	WSFA	07/23/17	07/23/17	The Wall	7-8PM		:30			NM									
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 07/17/1707/23/17-----S1\$200.00</div></div></div></div>												1	\$300.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>									
	1	WSFA	07/17/17-07/23/17	The Wall	7-8PM	-----Su	:30		<del>\$200.00</del>	NM									
Credited																			
77	WSFA	07/23/17	07/23/17	ANW	8-10p		:30				NM	1	\$300.00						
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div>Week: 07/17/1707/23/17-----S1\$300.00</div></div></div></div>												Totals		0.00				45	\$5,410.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/26/17 - 07/24/17	45	\$5,410.00	(\$811.50)	\$4,598.50
Totals	45	\$5,410.00	(\$811.50)	\$4,598.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



REP HEADLINE# 8709719 TRF# 1775571 REP: TEL# 703-528-9387 FAX# 703-516-9680  
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG9/17 12.38  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* WSFA-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
16	S		700A-800A	30		\$45.00	7/23	7/23	0		SUN	0
PROGRAM : SUNDAY TODAY SHOW CON COM1: SUNDAY TODAY SHOW CREDIT TAKEN FOR 1 SPOT(S) MISSED JUL23												
17	S		800A-900A	30		\$45.00	7/23	7/23	0		SUN	0
PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS CREDIT TAKEN FOR 1 SPOT(S) MISSED JUL23												
18	S		900A-930A	30		\$20.00	7/23	7/23	0		SUN	0
PROGRAM : TODAY IN ALABAMA CON COM1: TODAY IN ALABAMA CREDIT TAKEN FOR 1 SPOT(S) MISSED JUL23												
76	S		700P-800P	30		\$200.00	7/23	7/23	0		SUN	0
PROGRAM : THE WALL CON COM1: THE WALL CREDIT TAKEN FOR 1 SPOT(S) MISSED JUL23												
STATION MAKEGOOD OFFERS:												
M4	OK'D		BUY#15				JUL22		30S	\$45.00		(JUL23/17)
			BUY#16				JUL23		30S	\$45.00		
			BUY#17				JUL23		30S	\$45.00		
			BUY#18				JUL23		30S	\$20.00		
			BUY#76				JUL23		30S	\$200.00		
OFFER: NONE CMT:NA DUE TO PROG CHANGES. SPOTS NEED TO BE CREDITED & WE CAN ADD THE CMT:MONEY TO A CURRENT SKED IF THEY WANT. PLEASE ADVISE. THANKS DENICE												

JUL/17 \$5,410.00 CONTRACT TOTAL \$5,410.00  
TOTAL SPOTS 45

MARKET TOTALS \$12,214 WSFA 49% WNCF 8% WAKA 31% WCOV 12% CABL 0% WBMM 0% WIYC 0%  
ESFA 0% EAKA 0%

ACCURATE SHARES  
SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 8709719      TRF# 1775571      REP: TEL# 703-528-9387      FAX# 703-516-9680  
\$\$\$ MOD# 4: APPROVED REV #1 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      AUG9/17 13.18  
ORDER WORKSHEET      HARRIS REPORT FROM STATION      \*\*\* WSFA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/L STRANGE/R/SEN/AL      REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME PINPOINT MEDIA      BUYER NAME DANETTE SEGROVES  
1707 OSAGE STREET SUITE 103      SALES PRSN WA- RYAN EDDINS (H)  
ALEXANDRIA, VA 22302

ORDER # \_\_\_\_\_ CONTRACT # 8709719      CLASS: NATL.      LOCAL      REGIONAL  
PRDCT LUTHER STRANGE SENAT EST#794      COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES JUL18/17      JUL24/17      WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG9/17 13.18

REP:      REVISED ORDER  
M4 OKD AS A CREDIT  
PREVIOUS TTL \$5,765  
REVISED TTL, \$5,410  
\$355 IS MOVING TO HDLN: 8709730  
PLS CONFIRM  
THANKS JASMINE FOR RYAN

STA:      \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM      ELECTRONIC INVOICING:  
SPOT DATA - IDB# 1886.  
TV INVOICES - IDB# 9915283.

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED.      CONTRACT SCHEDULED FOR GENERATION  
STATION MAKEGOOD OFFERS:      M4 OK'D      BUY#15      MISSED: SAT/600A-800A      JUL22      30S      \$45.00      (JUL23/17)  
BUY#16      SUN/700A-800A      JUL23      30S      \$45.00  
BUY#17      SUN/800A-900A      JUL23      30S      \$45.00  
BUY#18      SUN/900A-930A      JUL23      30S      \$20.00  
BUY#76      SUN/700P-800P      JUL23      30S      \$200.00  
OFFER: NONE  
CMT: NA DUE TO PROG CHANGES. SPOTS NEED TO BE CREDITED & WE CAN ADD THE  
CMT: MONEY TO A CURRENT SKED IF THEY WANT. PLEASE ADVISE. THANKS DENICE

CONTRACT TOTAL      \$5,410.00  
TOTAL SPOTS      45